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# PLASTICS AND RUBBER MACHINERY MARKET

Plastics machinery, as defined in this report, converts plastic materials into finished or semi-finished products or changes their form prior to further processing. Machinery used for finishing plastics products and decoration and/or assembly of plastics products is excluded. Development and design of plastics machinery is focused on controls and improving the efficiency of materials handling. The emphasis on increasing machine size has been downgraded, as it has been proven that it is possible to build as large a machine as required; however, there are practical limits to the size of a product produced by any plastics processing method.

Frost & Sullivan has completed a 225-page report on the plastics and rubber machinery market. Sales forecasts are furnished by type of machine to 1987 considering sales opportunities by application-product type and end-user market. Since demands for machinery are significantly determined by the growth in plastics material and the associated product made from a given machine, a significant part of the report is devoted to analyzing and forecasting the market for many product lines within the major end-user industries. A financial analysis and discussion of industry structure trends is made for the processor and machinery industry segments, to determine the financial capability of processors to buy additional machines and to determine how the machinery suppliers' profit and loss has looked over the last five to six years.

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Joe DeMeo is a very colorful guy. Let him add a dash to your products.



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**Goodall**

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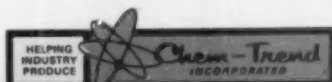
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